

Rep Order# 6844884 Ver# 5 Status Revised Traffic Order# Printed: 10/22/2012 5:40 PM 1 of 6

Last Received: 10/22/2012 2:58 PM

Showing Buylines: All Rep Revised Lines

Station	WAVY-TV NORFOLK, VA.	Agency	() MUNDY KATOWITZ MEDIA INC	Rep Firm	
Advertiser	() PRIORITIES USA ACTI		1322 G. STREET SE	Sales Office	() PHILADELPHIA
Product	PRIORITIES USA		WASHINGTON, DC 20003	Salesperson	() ANJIE BRADY
Estimate#	1566		Agency C/P1/P2/E		
Buyer	CASEY BESSETTE		321/340/1566	Salesperson Phone#	215-567-6005
Phone#			Flight Dates	Salesperson FAX#	215-567-5938
Fax#			Hiatus Weeks		

-- CONTRACT COMMENT --

CLIENT: PRIORITIES USA ACTION SC=*

-- REMARKS --

VER 5 ISSUE REVISE LENGTH/RATE IN LNS 1-2,5,7,9,13-15,18,23,

25, 27, 32-33, AND 36-37

CXL LNS 3-4, 6, 8, 10-12, 16, 19, 22, 26, 28, 31, 34-35 AND 38

TOTAL REMAINS 36,250

PLS CONFIRM ASAP

THANKS, ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*1	TU	5A-6A	EARLY AM NEWS	:60	\$1,400.00	10/23-10/23	1	1	1	\$1,400.00	
				Buyline Comment: REVISE LENGTH/RATE PER AGY/CLIENT REQUEST								
				Sales Remark: V5 REVISE LENGTH/RATE PER AGY/CLIENT REQUEST								
				V5 More than 2 codes changed								
	*2	TH	5A-6A	EARLY AM NEWS	:60	\$1,400.00	10/25-10/25	1	1	1	\$1,400.00	
				Buyline Comment: REVISE LENGTH/RATE PER AGY/CLIENT REQUEST								
				Sales Remark: V5 REVISE LENGTH/RATE PER AGY/CLIENT REQUEST								
				V5 More than 2 codes changed								
	*3	F	5A-6A	EARLY AM NEWS	:30	\$700.00	10/26-10/26	0	0	0	\$0.00	
				Buyline Comment: CXL PER AGY/CLIENT REQUEST								
				Sales Remark: V5 CXL PER AGY/CLIENT REQUEST								
				V5 More than 2 codes changed								
	*4	M	5A-6A	EARLY AM NEWS	:30	\$700.00	10/29-10/29	0	0	0	\$0.00	
				Buyline Comment: CXL PER AGY/CLIENT REQUEST								
				Sales Remark: V5 CXL PER AGY/CLIENT REQUEST								
				V5 More than 2 codes changed								

Rep Order#	Ver#	Status	Revised	Traffic Order#	Printed:	10/22/2012 5:40 PM	2 of 6
6844884	5	5	Revised				

EC'd Yes

Ver# 5 Status Revised

Traffic Order#

Printed: 10/22/2012 5:40 PM

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Last Received: 10/22/2012 2:58 PM

Showing Buylines: All Rep Revised Lines

Station WAVY-TV NORFOLK, VA.
Advertiser () PRIORITIES USA ACTI

Agency () MUNDY KATOWITZ MEDIA INC
1322 G. STREET SE

Rep Firm
Sales Office () PHILADELPHIAProduct **PRIORITIES USA**

WASHINGTON, DC 20003

Salesperson () ANJIE BRADY

Estimate# 1566

Agency C/P1/P2/E 321/340/1566

Buvar CASEY BESSETTE

Flight Dates 10/23/2012 - 10/29/2012

Salesperson Phone# 215-567-6005

Phone#

Hiatus Weeks

Salesperson FAX# 215-567-5938

Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*5	W	6A-7A	AM NEWS	:60	\$4,000.00	10/24-10/24	1	1	1	\$4,000.00	
		Buyline Comment: REVISE LENGTH/RATE PER AGY/CLIENT REQUEST Sales Remark: V5 REVISE LENGTH/RATE PER AGY/CLIENT REQUEST V5 More than 2 codes changed										
	*6	F	6A-7A	AM NEWS	:30	\$2,000.00	10/26-10/26	0	0	0	\$0.00	
		Buyline Comment: CXL PER AGY/CLIENT REQUEST Sales Remark: V5 CXL PER AGY/CLIENT REQUEST V5 More than 2 codes changed										
	*7	TH	7A-9A	TODAY SHOW	:60	\$4,000.00	10/25-10/25	1	1	1	\$4,000.00	
		Buyline Comment: REVISE LENGTH/RATE PER AGY/CLIENT REQUEST Sales Remark: V5 REVISE LENGTH/RATE PER AGY/CLIENT REQUEST V5 More than 2 codes changed										
	*8	M	7A-9A	TODAY SHOW	:30	\$2,000.00	10/29-10/29	0	0	0	\$0.00	
		Buyline Comment: CXL PER AGY/CLIENT REQUEST Sales Remark: V5 CXL PER AGY/CLIENT REQUEST V5 More than 2 codes changed										
	*9	TU	9A-10A	TODAY SHOW 2	:60	\$1,000.00	10/23-10/23	1	1	1	\$1,000.00	
		Buyline Comment: REVISE LENGTH/RATE PER AGY/CLIENT REQUEST Sales Remark: V5 REVISE LENGTH/RATE PER AGY/CLIENT REQUEST V5 More than 2 codes changed										
	*10	F	9A-10A	TODAY SHOW 2	:30	\$500.00	10/26-10/26	0	0	0	\$0.00	
		Buyline Comment: CXL PER AGY/CLIENT REQUEST Sales Remark: V5 CXL PER AGY/CLIENT REQUEST V5 More than 2 codes changed										
	*11	W	10A-11A	TODAY SHOW 3	:30	\$400.00	10/24-10/24	0	0	0	\$0.00	
		Buyline Comment: CXL PER AGY/CLIENT REQUEST Sales Remark: V5 CXL PER AGY/CLIENT REQUEST V5 More than 2 codes changed										

Rep Order#	6844884	Ver#	5	Status	Revised	Traffic Order#	10/22/2012 5:40 PM
							Printed:

EC'd Yes

Ver# 5 Status Revised

Traffic Order#

Printed: 10/22/2012 5:40 PM

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Last Received: 10/22/2012 2:58 PM

Showing Buylines: All Rep Revised Lines

Station WAVY-TV NORFOLK, VA.
Advertiser () PRIORITIES USA ACTI

Agency () M
1322 G. ST

Agency () MUNDY KATOWITZ MEDIA INC
1322 G. STREET SE

Product **PRIORITIES USA**

WASHINGTON, DC 20003

Estimate# 1566

Agency C/P1/P2/E 321/340/1566

Buyer CASEY BESSETTE

Flight Dates 10/23/2012 - 10/29/2012

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Hiatus Weeks

Fax#

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LT	Day	Time	Program	Len	Rate	Dates	Spots/Week	Weeks	Spots	Total Cost	Buyer
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*12	TH	10A-11A	TODAY SHOW 3	:30	\$400.00	10/25-10/25	0	0	0	\$0.00	
		Buyline Comment: CXL PER AGY/CLIENT REQUEST Sales Remark: V5 CXL PER AGY/CLIENT REQUEST V5 More than 2 codes changed									
*13	F	10A-11A	TODAY SHOW 3	:60	\$800.00	10/26-10/26	1	1	1	\$800.00	
		Buyline Comment: REVISE LENGTH/RATE PER AGY/CLIENT REQUEST Sales Remark: V5 REVISE LENGTH/RATE PER AGY/CLIENT REQUEST V5 More than 2 codes changed									
*14	M	10A-11A	TODAY SHOW 3	:60	\$800.00	10/29-10/29	1	1	1	\$800.00	
		Buyline Comment: REVISE LENGTH/RATE PER AGY/CLIENT REQUEST Sales Remark: V5 REVISE LENGTH/RATE PER AGY/CLIENT REQUEST V5 More than 2 codes changed									
*15	TU	11A-12P	HAMPTON ROADS SHOW	:60	\$400.00	10/23-10/23	1	1	1	\$400.00	
		Buyline Comment: REVISE LENGTH/RATE PER AGY/CLIENT REQUEST Sales Remark: V5 REVISE LENGTH/RATE PER AGY/CLIENT REQUEST V5 More than 2 codes changed									
*16	TH	11A-12P	HAMPTON ROADS SHOW	:30	\$200.00	10/25-10/25	0	0	0	\$0.00	
		Buyline Comment: CXL PER AGY/CLIENT REQUEST Sales Remark: V5 CXL PER AGY/CLIENT REQUEST V5 More than 2 codes changed									
*18	W	12P-1P	NOON NEWS	:60	\$600.00	10/24-10/24	1	1	1	\$600.00	
		Buyline Comment: REVISE LENGTH/RATE PER AGY/CLIENT REQUEST Sales Remark: V5 REVISE LENGTH/RATE PER AGY/CLIENT REQUEST V5 More than 2 codes changed									
*19	F	12P-1P	NOON NEWS	:30	\$300.00	10/26-10/26	0	0	0	\$0.00	
		Buyline Comment: CXL PER AGY/CLIENT REQUEST Sales Remark: V5 CXL PER AGY/CLIENT REQUEST V5 More than 2 codes changed									

Rep Order#	6844884	Ver#	5	Status	Revised	Traffic Order#	10/22/2012 5:40 PM	Printed:	4 of 6
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EC'd Yes

Ver# 5 Status Revised

Traffic Order#

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Showing Buylines: All Rep Revised Lines

Showing Buylines: All Rep Revised Lines

Station WAVY-TV NORFOLK, VA.
Advertiser () PRIORITIES USA ACTI

Agency () MUNDY KATOWITZ MEDIA INC
1322 G. STREET SE

Rep Firm
Sales Office () PHILADELPHIA

Product	PRIORITIES USA
Estimate#	1566

WASHINGTON, DC 20003
Agency C/P1/P2/E 321/340/1566

Salesperson () ANJIE BRADY

Buyer CASEY BESSETTE

Flight Dates 10/23/2012 - 10/29/2012

Salesperson Phone# 215-567-6005

Phone#

Hiatus Weeks

Salesperson FAX# 215-567-5938

Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*22	TH	4P-5P	ANDERSON COOPER	:30	\$450.00	10/25-10/25	0	0	0	\$0.00	
				Buyline Comment: CXL PER AGY/CLIENT REQUEST								
				Sales Remark: V5 CXL PER AGY/CLIENT REQUEST								
				V5 More than 2 codes changed								
	*23	M	4P-5P	ANDERSON COOPER	:60	\$900.00	10/29-10/29	1	1	1	\$900.00	
				Buyline Comment: REVISE LENGTH/RATE PER AGY/CLIENT REQUEST								
				Sales Remark: V5 REVISE LENGTH/RATE PER AGY/CLIENT REQUEST								
				V5 More than 2 codes changed								
	*25	W	530P-6P	530PM NEWS	:60	\$3,000.00	10/24-10/24	1	1	1	\$3,000.00	
				Buyline Comment: REVISE LENGTH/RATE PER AGY/CLIENT REQUEST								
				Sales Remark: V5 REVISE LENGTH/RATE PER AGY/CLIENT REQUEST								
				V5 More than 2 codes changed								
	*26	F	530P-6P	530PM NEWS	:30	\$1,500.00	10/26-10/26	0	0	0	\$0.00	
				Buyline Comment: CXL PER AGY/CLIENT REQUEST								
				Sales Remark: V5 CXL PER AGY/CLIENT REQUEST								
				V5 More than 2 codes changed								
	*27	TH	6P-630P	6PM NEWS	:60	\$3,600.00	10/25-10/25	1	1	1	\$3,600.00	
				Buyline Comment: REVISE LENGTH/RATE PER AGY/CLIENT REQUEST								
				Sales Remark: V5 REVISE LENGTH/RATE PER AGY/CLIENT REQUEST								
				V5 More than 2 codes changed								
	*28	M	6P-630P	6PM NEWS	:30	\$1,800.00	10/29-10/29	0	0	0	\$0.00	
				Buyline Comment: CXL PER AGY/CLIENT REQUEST								
				Sales Remark: V5 CXL PER AGY/CLIENT REQUEST								
				V5 More than 2 codes changed								
	*31	TU	11P-1135P	LATE NEWS	:30	\$2,000.00	10/23-10/23	0	0	0	\$0.00	
				Buyline Comment: CXL PER AGY/CLIENT REQUEST								
				Sales Remark: V5 CXL PER AGY/CLIENT REQUEST								
				V5 More than 2 codes changed								

Rep Order#	6844884	Ver#	5	Status	Revised	Traffic Order#	10/22/2012 5:40 PM
							Printed:
							5 of 6

EC'd Yes

Ver# 5 Status Revised

Traffic Order#

Printed: 10/22/2012 5:40 PM

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Writing Buylines: All Rep Revised Lines

Showing Buylines: All Rep Revised Lines

Station WAVY-TV NORFOLK, VA.
Advertiser () PRIORITIES USA ACTI

Agency () MUNDY KATOWITZ MEDIA INC
1322 G. STREET SE

Rep Firm

Advertiser () PRIORITIES USA ACTI
Product PRIORITIES USA

1322 G. STREET SE
WASHINGTON, DC 20003

Product PRIORITIES USA

WASHINGTON, DC 20003

Estimate# 1566

Agency C/P1/P2/E 321/340/1566

Buyer CASEY BESSETTE

Flight Dates 10/23/2012 - 10/29/2012

Phone#

Salesperson FAX# 215-567-5938

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*32	TH	11P-1135P	LATE NEWS	:60	\$4,000.00	10/25-10/25	1	1	1	\$4,000.00	
				Buyline Comment: REVISE LENGTH/RATE PER AGY/CLIENT REQUEST								
				Sales Remark: V5 REVISE LENGTH/RATE PER AGY/CLIENT REQUEST								
				V5 More than 2 codes changed								
	*33	W	1135P-1235A	THE TONIGHT SHOW	:60	\$1,000.00	10/24-10/24	1	1	1	\$1,000.00	
				Buyline Comment: REVISE LENGTH/RATE PER AGY/CLIENT REQUEST								
				Sales Remark: V5 REVISE LENGTH/RATE PER AGY/CLIENT REQUEST								
				V5 More than 2 codes changed								
	*34	M	1135P-1235A	THE TONIGHT SHOW	:30	\$500.00	10/29-10/29	0	0	0	\$0.00	
				Buyline Comment: CXL PER AGY/CLIENT REQUEST								
				Sales Remark: V5 CXL PER AGY/CLIENT REQUEST								
				V5 More than 2 codes changed								
	*35	TU	1235A-135A	JIMMY FALLON	:30	\$150.00	10/23-10/23	0	0	0	\$0.00	
				Buyline Comment: CXL PER AGY/CLIENT REQUEST								
				Sales Remark: V5 CXL PER AGY/CLIENT REQUEST								
				V5 More than 2 codes changed								
	*36	F	1235A-135A	JIMMY FALLON	:60	\$300.00	10/26-10/26	1	1	1	\$300.00	
				Buyline Comment: REVISE LENGTH/RATE PER AGY/CLIENT REQUEST								
				Sales Remark: V5 REVISE LENGTH/RATE PER AGY/CLIENT REQUEST								
				V5 More than 2 codes changed								
	*37	W	430A-459A	EARLY TODAY	:60	\$400.00	10/24-10/24	1	1	1	\$400.00	
				Buyline Comment: REVISE LENGTH/RATE PER AGY/CLIENT REQUEST								
				Sales Remark: V5 REVISE LENGTH/RATE PER AGY/CLIENT REQUEST								
				V5 More than 2 codes changed								

EC'd Yes Last Received: 10/22/2012 2:58 PM
Showing Buylines: All Rep Revised Lines

Station WAVY-TV NORFOLK, VA. Agency () MUNDY KATOWITZ MEDIA INC Rep Firm () PHILADELPHIA
Advertiser () PRIORITIES USA ACTI 1322 G. STREET SE Sales Office () ANJIE BRADY
Product PRIORITIES USA WASHINGTON, DC 20003 Salesperson ()
Estimate# 1566 Agency C/P1/P2/E 321/340/1566 Salesperson Phone# 215-567-6005
Buyer CASEY BESSETTE Flight Dates 10/23/2012 - 10/29/2012 Salesperson FAX# 215-567-5938
Phone# Hiatus Weeks

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*38	TU	430A-459A	EARLY TODAY	:30	\$200.00	10/23-10/23	0	0	0	\$0.00	
Buyline Comment: CXL PER AGY/CLIENT REQUEST												
Sales Remark: V5 CXL PER AGY/CLIENT REQUEST												
V5 More than 2 codes changed												

---REPORT TOTALS---
Report Totals: 16 / \$27,600.00

---SALES MONTHLY TOTALS---

Oct 12: 25 / \$34,350.00 Nov 12: 3 / \$1,900.00
Sales Totals: 28 / \$36,250.00
Station Totals: 28 / \$36,250.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---									
Market Totals		\$109,848	CATV 0%	WAVY 33%	WGNT 6%	WPXV 0%	WTKR 23%		
			WTVZ 4%	WVBT 8%	WVEC 26%				

---COMPETITIVE COMMENTS---
COMPETITIVE IS ESTIMATED

Books NOV11, MAY12, ENOV12
Demos RA35+

--- CREDIT RISK ---
CASH IN ADVANCE